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Unity in variety is what makes us beautiful

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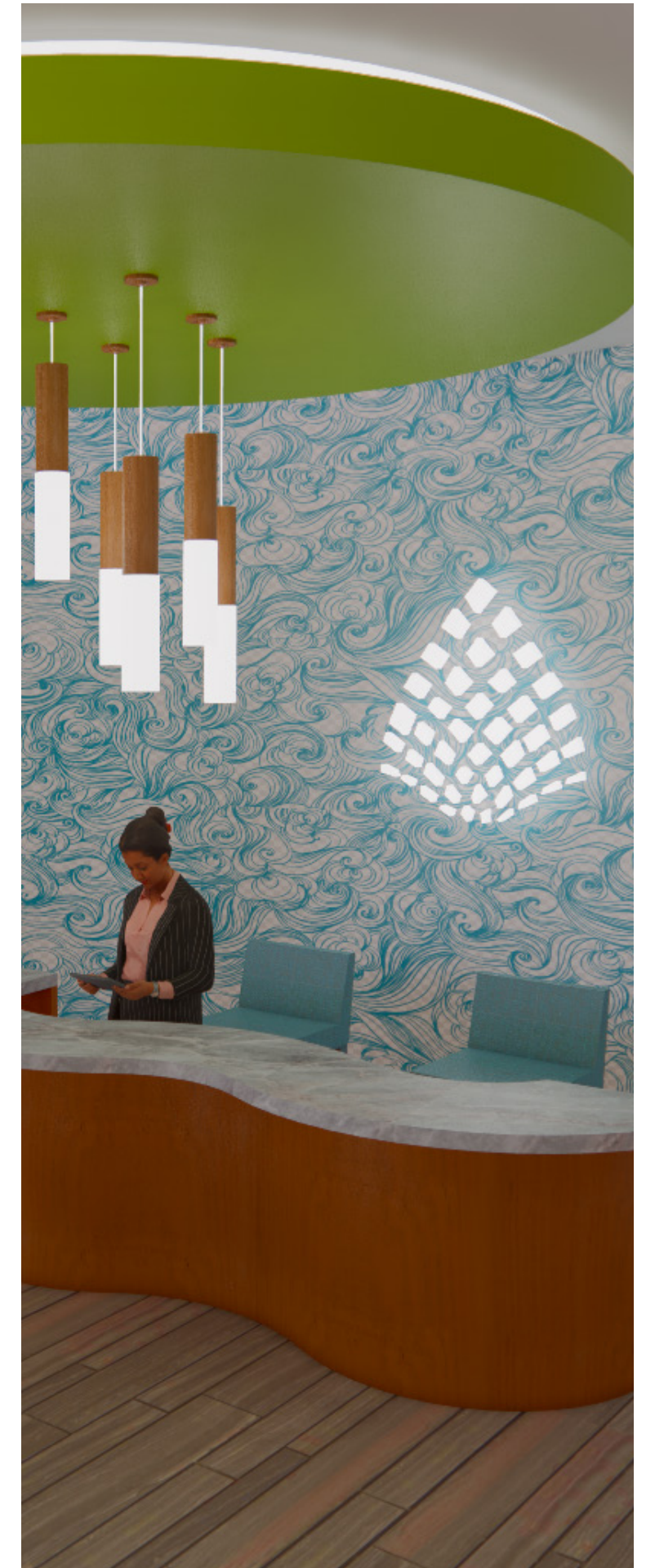
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REASON BEHIND THE PROJECT

Surrounded by gentrified neighborhoods like Design District, Wynwood, and Upper East Side

Little Haiti is currently facing **gentrification** as a result of:

real estate investors and business owners looking for opportunities with a low cost of entry and a potentially big upside



PROJECT SEEKS TO UNDERSTAND:



How can interior design contribute to and help remediate negative effects of gentrification?

Potential options for adaptive reuse an existing building.

How can the program and design of a building help a community?

SITE & SURROUNDINGS

Miami, Florida
4100 NE 2nd Ave
Design District



Located in The Design District, which neighbors Little Haiti community. Great opportunity to take advantage of the great amount of tourists in such a renown area to benefit a community in need. To be able to come up with a proposal that could target both community needs, we conducted a research comparison between both communities.

LITTLE HAITI

food



Traditional Haitian & Caribbean cuisine

retail



Small business
Markets
Handmade crafts & fresh produce

art



Colorful murals
subjects: Haitian values & lifestyle.

demographics



Predominant:
Black community - 75%
Older people - 30%
Single mom families 78%
Yearly income - \$24K

DESIGN DISTRICT

food



Organic & healthy food
restaurants
Italian, Greek, Asian, etc.

retail



Luxury stores
Shopping experience - for high economic status

art



Color is greatly used
Murals & sculptures
Subjects: contemporary art

demographics

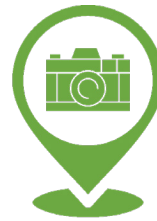


Hispanic community 56%
Young people - 60%
Couples - 30%
Income - \$75-500K

CLIENT PROFILE

Tourists:

- People who just likes to visit new places
- Food consumers
- Wealthy families
- Couples
- Young segment



Locals:

- People who like to go out for a stroll
- Food consumers
- Organic food consumers
- Medium/high socioeconomic status-wealthy segment
- Highschool students
- Young & older couples



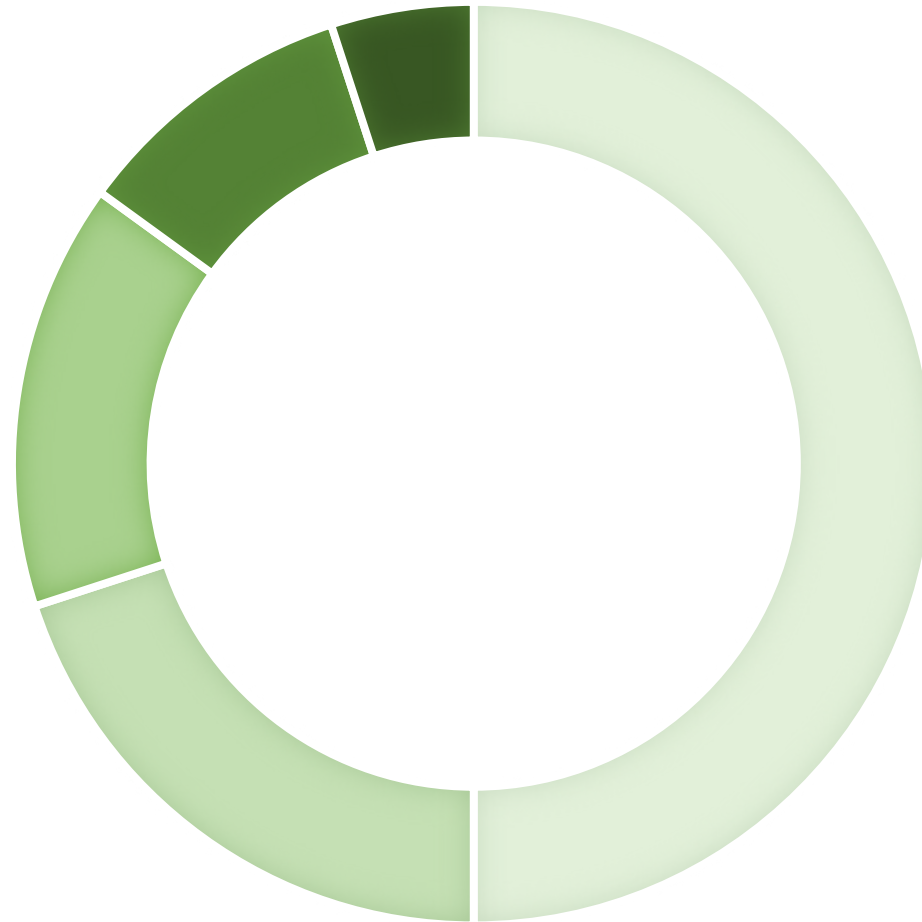
Acitivities related:

- Reading clubs
- Concerts
- Health / exercise
- Food / wine tastings
- Special events



CLIENT NEEDS

■ Market ■ Restaurant ■ Retail ■ Cooking classes ■ Ecology



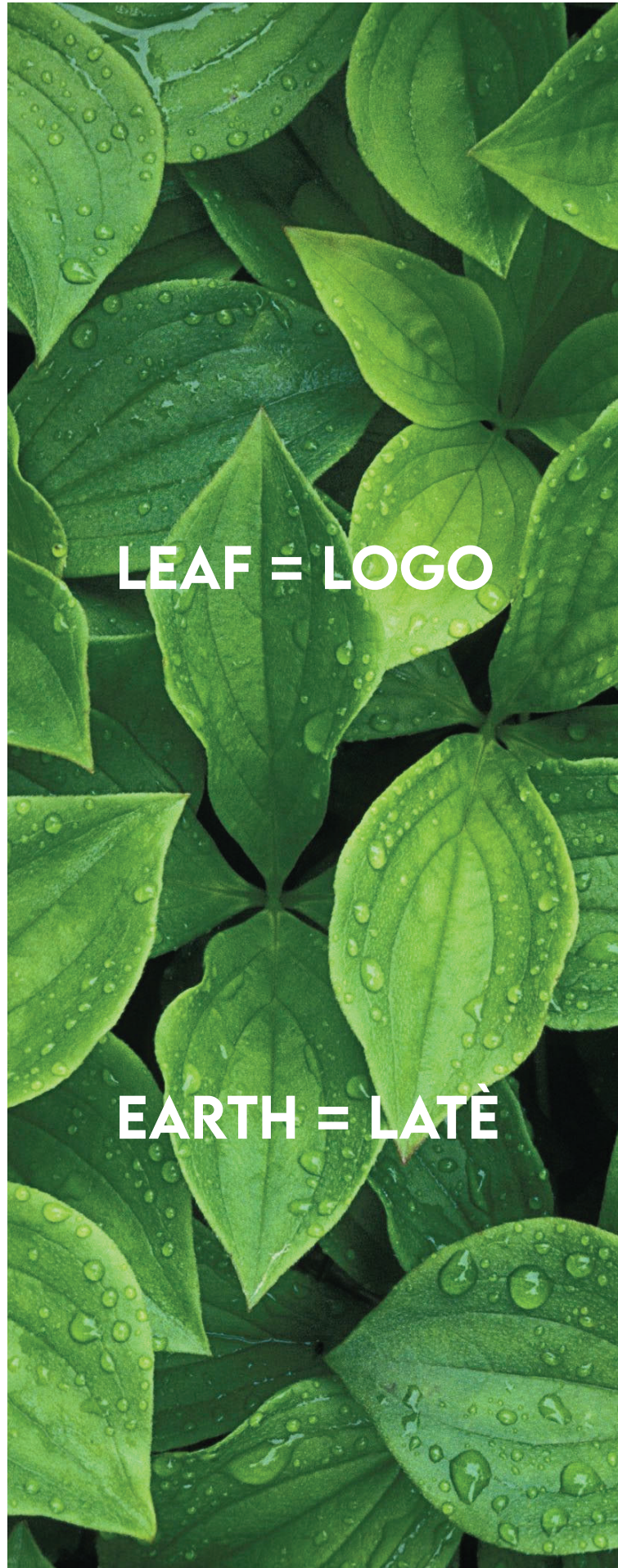
CONCLUSIONS

There are many completely different segments of people that visit the Design District that are mainly driven by 3 things: food, education, and retail. Plaza Latè will target those needs and combine the Haitian culture in order to **merge both communities** while **supporting the progress** of Little Haiti, such a cultural-rich community. By this, we will be **enhancing the Design District** and bringing **new experiences** to such diverse neighborhood.



DESIGN PROPOSAL





LEAF = LOGO

EARTH = LATÈ



PLAZA LATÈ

Unity in variety is what makes us beautiful

WHY A MARKET?

Have always been an important aspect of the Haitian culture

This system helped Haitians survive disasters

The products sold were locally produced and inexpensive



Most Haitians used to live on small farms

Heavily orientated towards the open air market system



Microclimates allowed for the evolution of trading

Buying and selling was dominated entirely by women



Household producers would sell to traders who moved produce to local and larger markets



Markets considered a chain

During periods of scarcity:
families used money earned by selling/trading
OR
others would sell what they have previously bought

PROJECT GOALS



AVOID GENTRIFICATION

Bringing both Design District and Little Haiti communities together

Catering to multiple consumer experiences



WELCOMING ENVIRONMENT

Diversity can flourish

Equal opportunities regardless economical status with:

- Affordable pricing
- Incorporating natural foods
- Integrating a market



STIMULATE ECONOMY

Creating job opportunities
Selling Haitian handcrafted merchandise
Incorporating retail aspect from Design District



HOW?

Combining the Design's District essence for **shopping + healthy eating** and Little Haiti's cultural richness + love for natural foods, I propose creating a **diverse + rich environment** in an effort to bring both communities together and create a new unique consumer experience



CONCEPT STATEMENT

Incorporate an ecological plaza that will stand out by bringing an atmosphere of **inclusivity** that will unite Little Haiti's culture with the Design Distric community in an effort to **celebrate the cultural diverstities**.

STRATEGIES

Plaza Latè will be filled with **creativity**, where some movement of **curvilinear elements** will create spaces full of joy and reinforce the idea of **inclusivity**. The spatial design receives the client into a **double height space** where their senses of smell, sound, and ambient **conditions change their perception of reality**.

COLORS



gray & turquoise

Sober tones bring **peace**



yellow & green

Modern-urban lifestyle fusion of **cultural & artistic elements** between Design District & Haiti



brown & green

Bring the **organic, natural feel**



SPACE



LOOP LAYOUT

clear, wayfinding program
freedom when circulating

CIRCULATION

revolves around the market
main focal point of design



PUBLIC AREAS

1st floor
most transitable areas



PRIVATE AREAS

2nd floor
hidden from direct view

MATERIALS

Reinforce the name Plaza
Late = earth in Haitian
Creolle

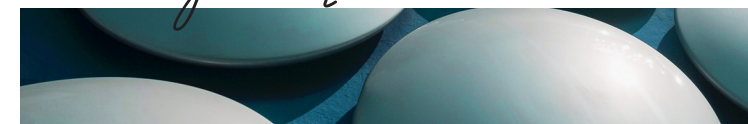
Use of local & regional
materials for finishes
reduce global footprint



plants



recycled aluminum



walnut



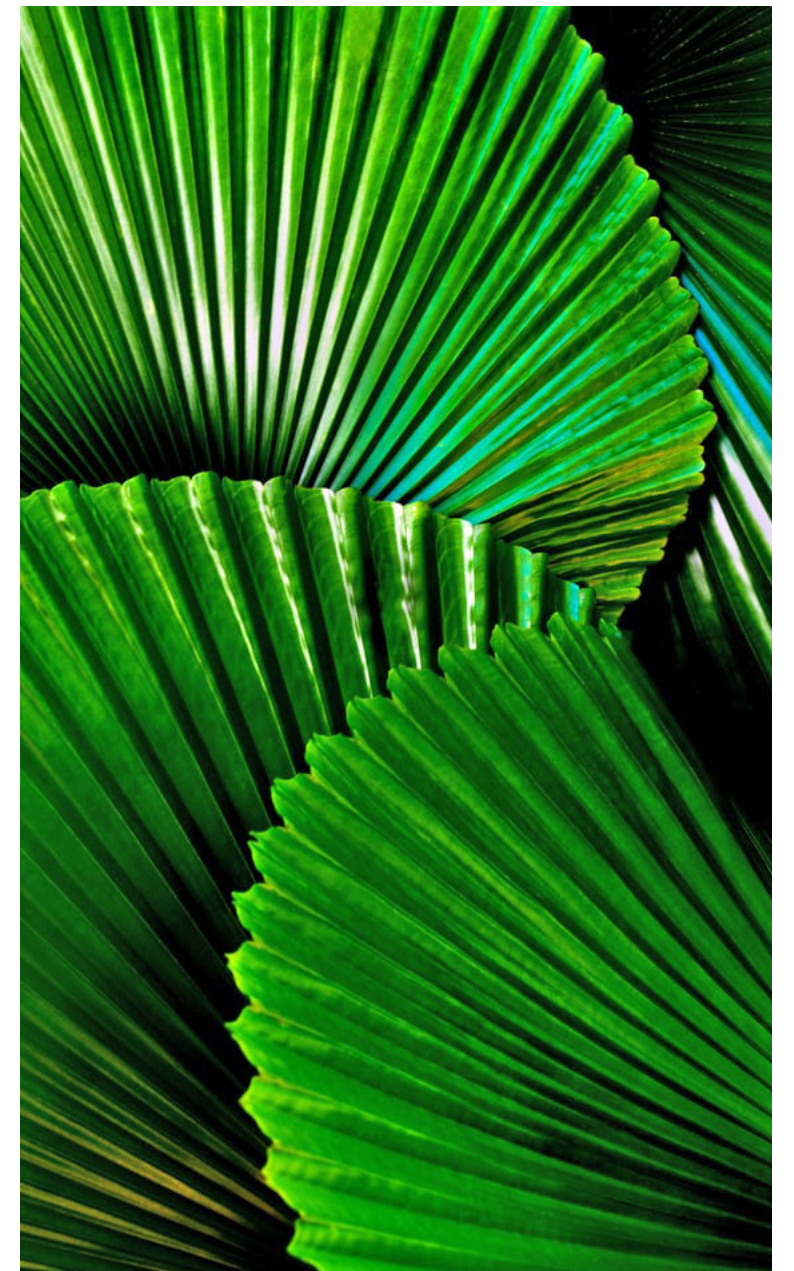


unity in variety

both communities intertwined

earth = organic

curves = organic shapes

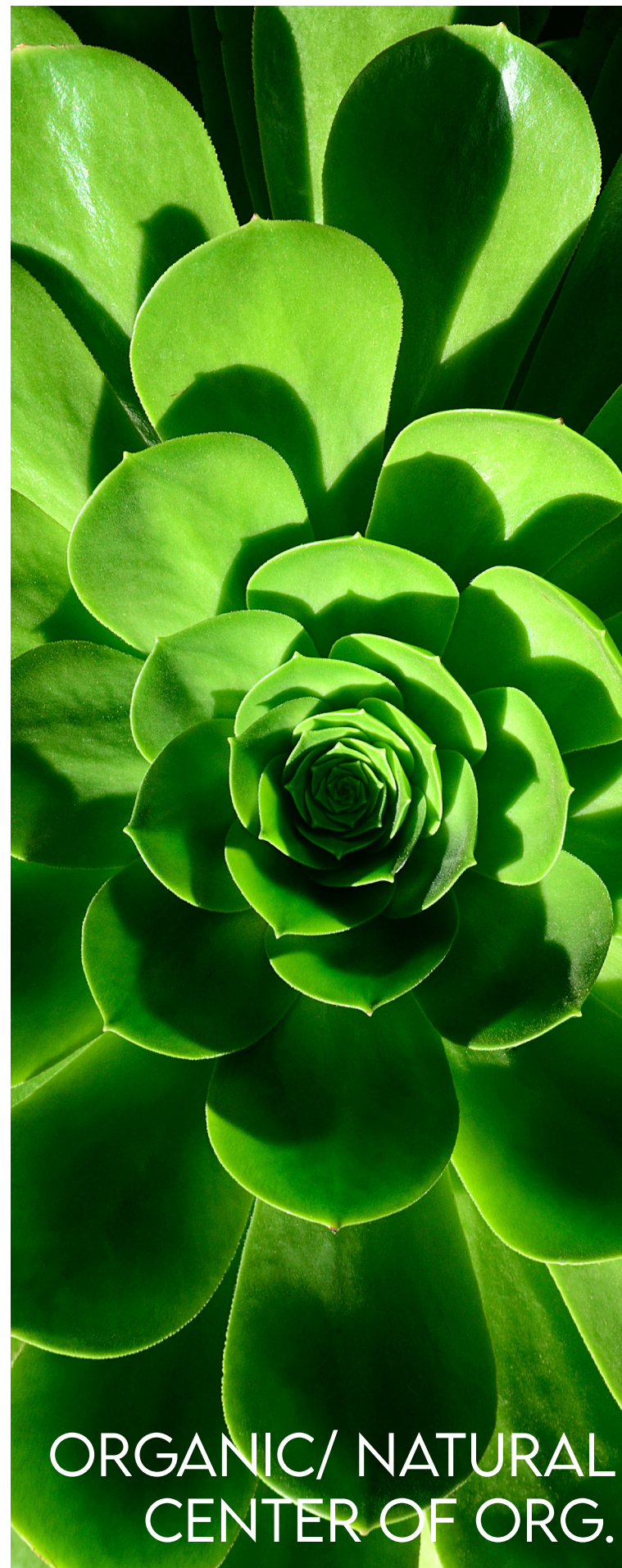


GOALS FOR THE
INTERIOR AMBIANCE

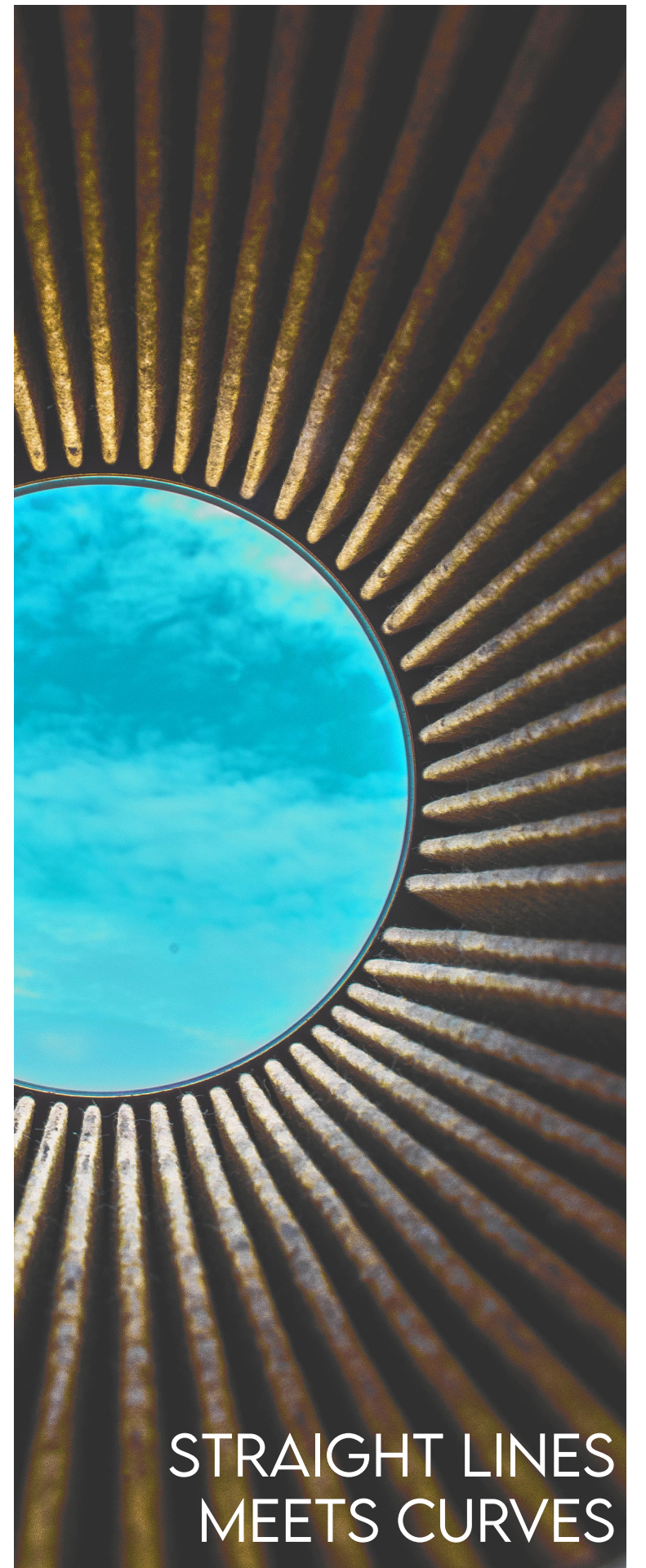
MOVEMENT



DYNAMISM



ORGANIC/ NATURAL
CENTER OF ORG.



STRAIGHT LINES
MEETS CURVES

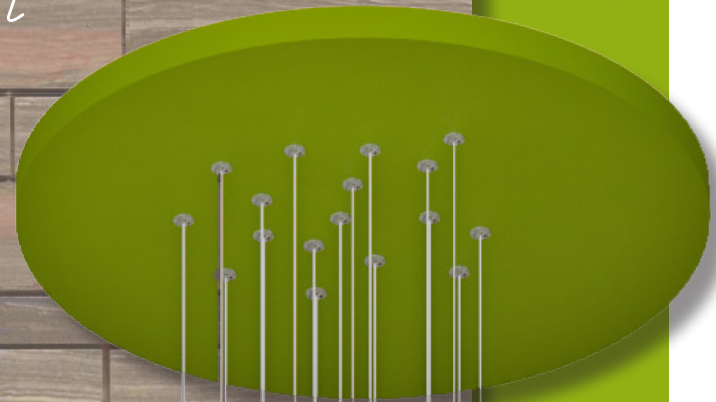
green plastic

walnut mosaic



striped turquoise fabric

walnut



yellow fabric



steel



grey marble

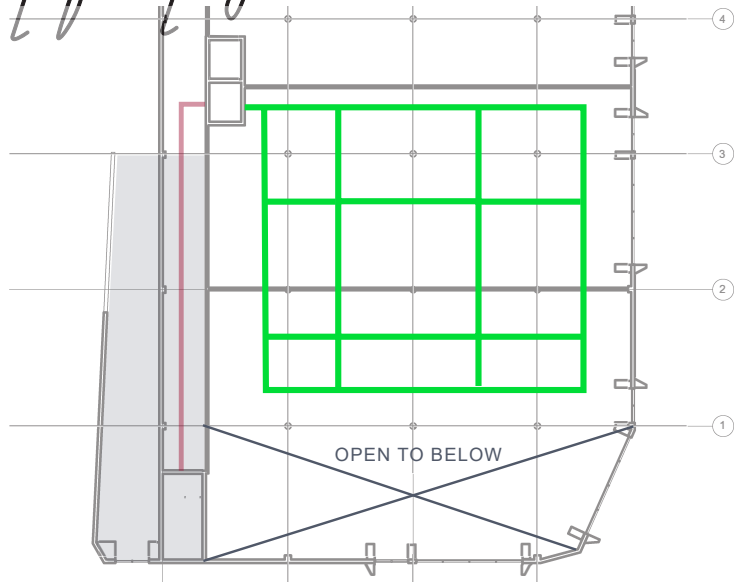
pvc panels



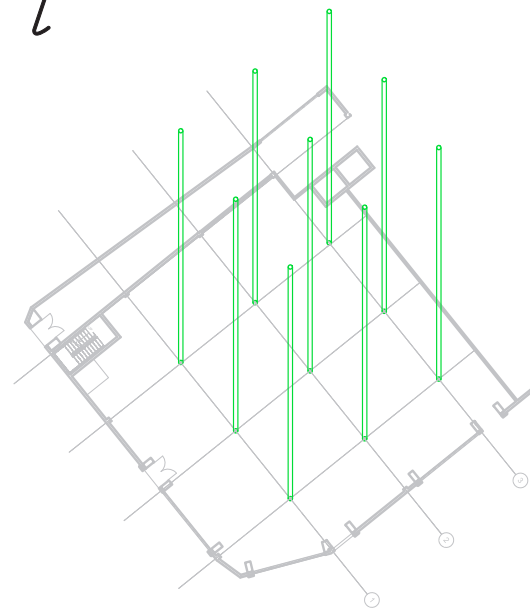
MATERIALS

BUILDING ANALYSIS

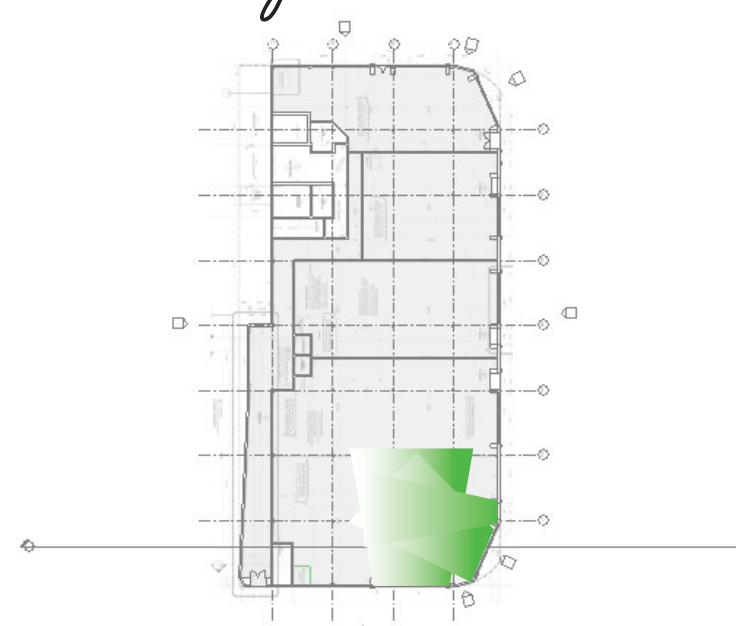
sq footage



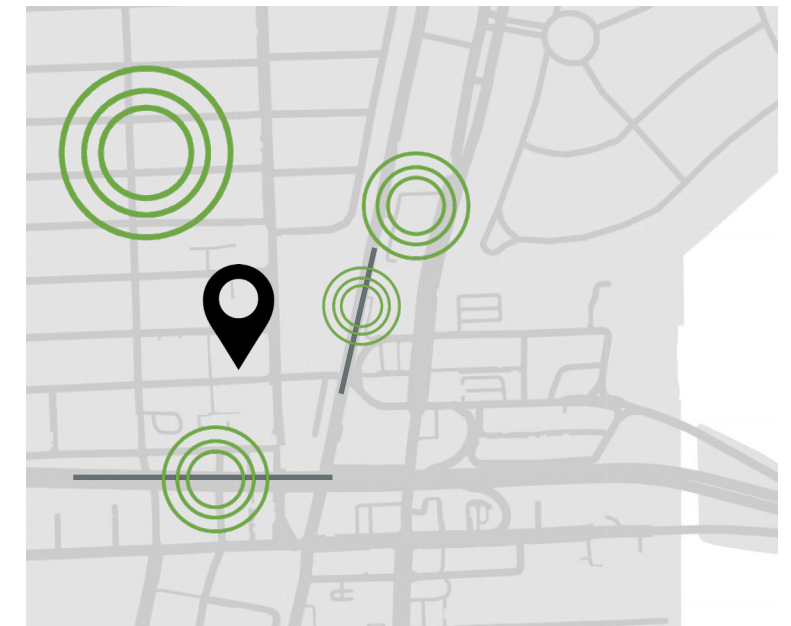
structure



sun analysis



noise



The building is 55,678 sq ft
Space available for project:
1st floor: 8,000 sq ft
2nd floor: 5,700 sq ft

2nd floor is open to below

9 Columns placed in a grid
23 ft apart from each other
Height 39 ft

12 ft between floors

The South East corner will be the space with the most light and consequently the warmest especially from sunrise until noon.

Major sources of noise
airplanes and trains

Noise from traffic comes
from I-95 and Federal
Highway

PROGRAM

UNIQUE DESIGN TAKE

Having 1st floor as market, retail and incorporating learning aspect through **interactive screens** to show history of markets.

Having 2nd floor as bar, dining, and incorporating learning aspect with **cooking classes**.

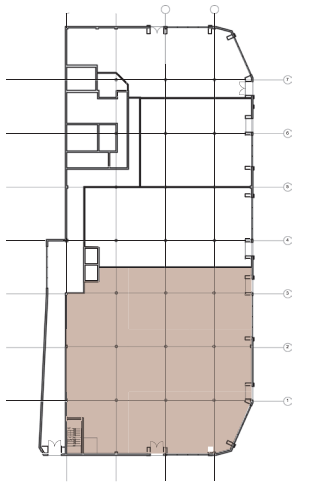
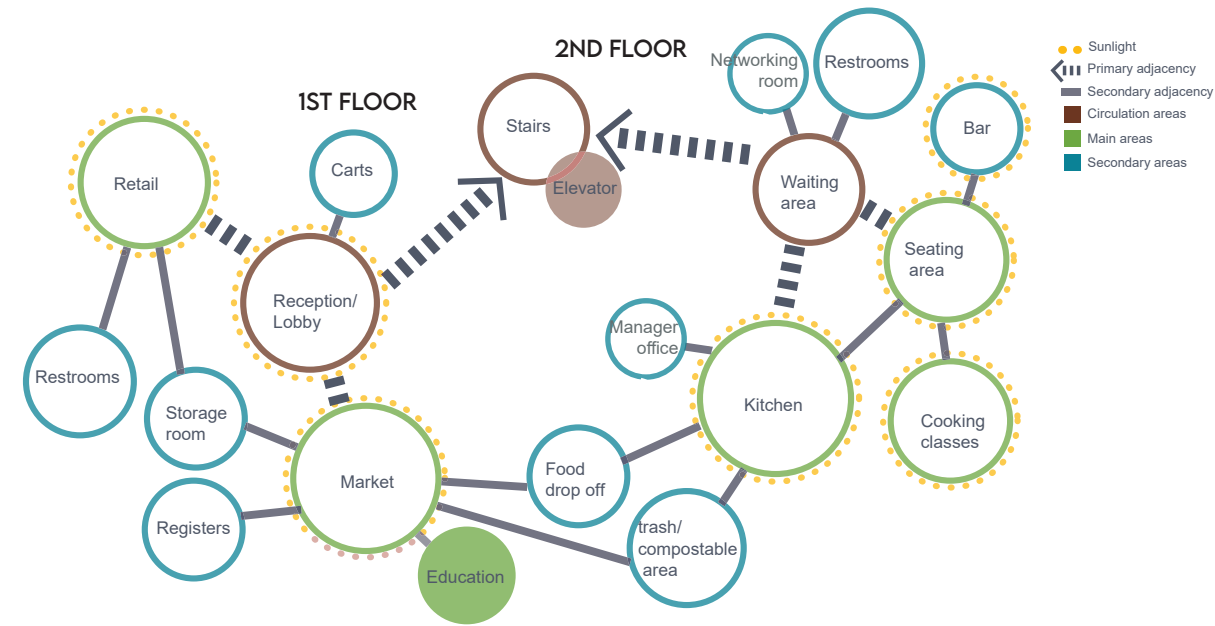
Dine-in option by picking out fresh ingredients and being taken to the kitchen by dumbwaiters.

Incorporating ecological aspect by gathering all organic food left overs and **creating compost**.

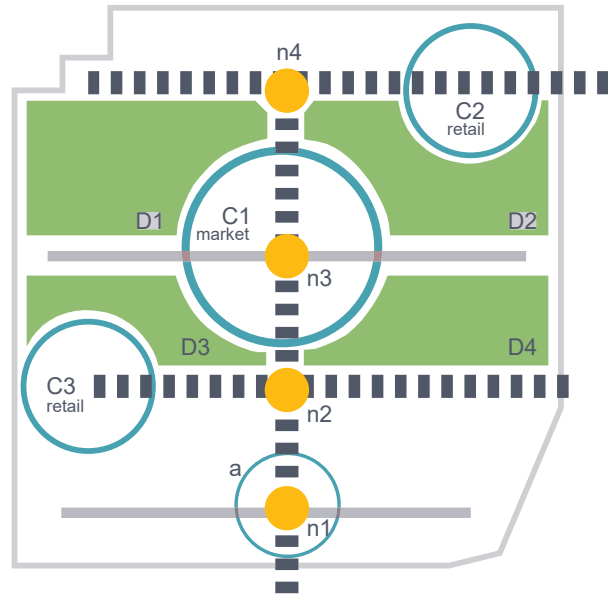
CRITERIA MATRIX: 1 ST FLOOR	Square footage	Adjacencies	Public access	Daylight/ views	Privacy	Plumbing	Special Equipment	Special considerations
Retail w/ registers	610	5	yes	no	no	no	yes	yes
Carts	135	3	yes	no	no	no	yes	yes
Seating area	50	3	yes	yes	no	no	no	no
Seating area/ Interactive screens	120	3	yes	yes	no	no	yes	yes
Market	500	5	yes	no	no	no	yes	yes
Registers	310	3	no	no	no	no	yes	yes
Worker's Lounge	305	2	yes	yes	yes	no	no	yes
Trash/ Compostable	88	7	yes	no	yes	no	yes	yes
Dry storage	285	3	no	no	yes	no	yes	yes
Cold storage	345	3	no	no	yes	yes	yes	yes
Food drop-off	100	3	yes	no	no	no	yes	yes
Bathrooms	733	5	no	no	yes	yes	yes	yes
Window display	350	2	yes	yes	no	no	no	yes
Stairs and elevator	300	5	yes	yes	no	no	yes	yes
Total needed	4,131	Around 50% for circulation						
Total sq ft	8,072							

CRITERIA MATRIX: 2 ND FLOOR	Square footage	Adjacencies	Public access	Daylight/ views	Privacy	Plumbing	Special Equipment	Special considerations
Networking room	215	5	yes	no	no	no	yes	yes
Host	100	3	yes	no	no	no	yes	yes
Dining	725	3	yes	yes	no	no	no	no
Bathrooms	733	3	yes	yes	no	no	yes	yes
Bar	275	5	yes	no	no	no	yes	yes
Cooking classes	610	3	no	no	no	no	yes	yes
Trash/ compostable	88	2	yes	yes	yes	no	no	yes
Kitchen	630	7	yes	no	yes	no	yes	yes
Food pick-up	45	3	no	no	yes	no	yes	yes
Manager's office	350	3	no	no	yes	yes	yes	yes
Total needed	3,700	Around 40% for circulation						
Total sq ft	5,780							

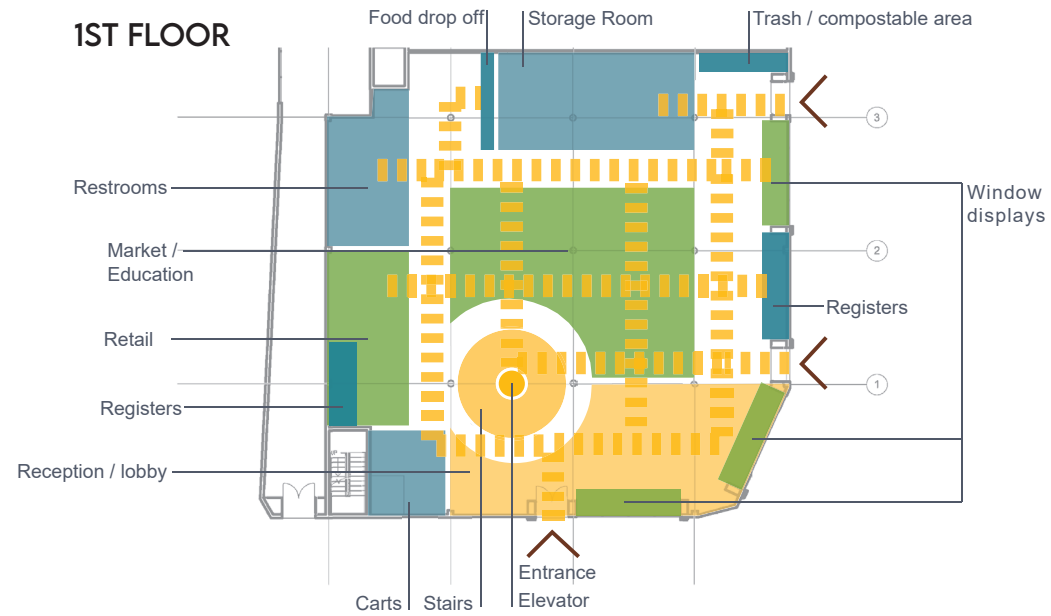
DIAGRAM PROCESS



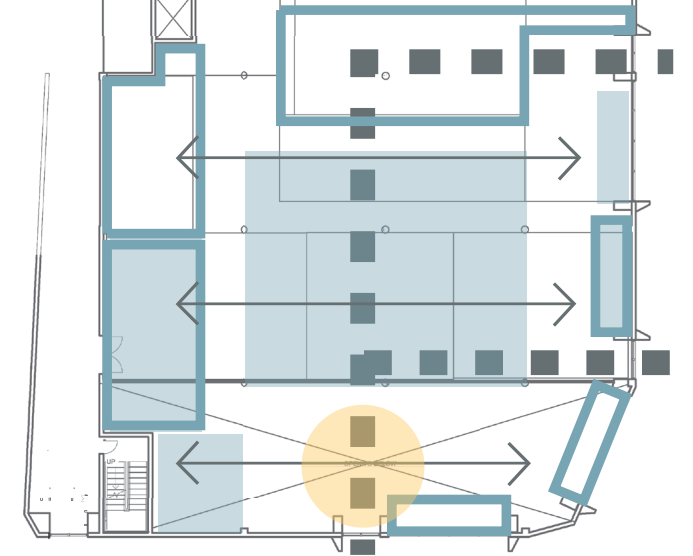
1ST FLOOR



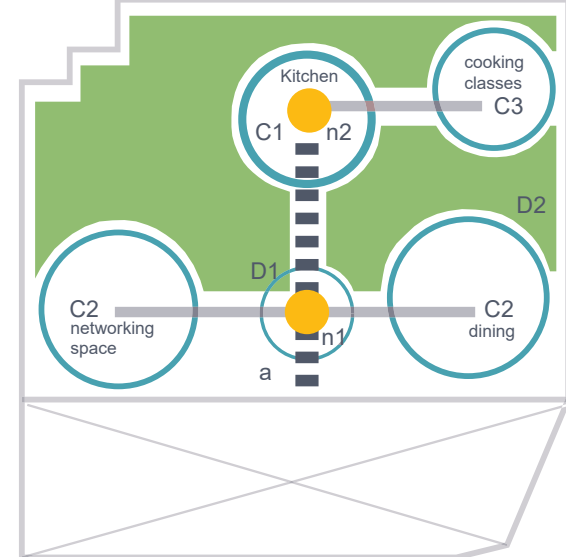
1ST FLOOR



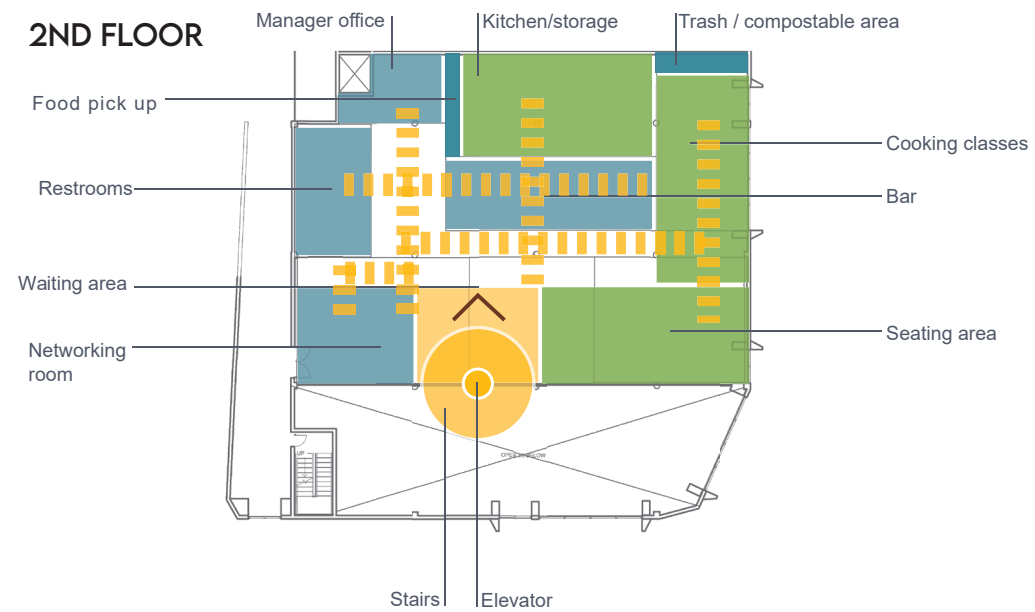
1ST FLOOR



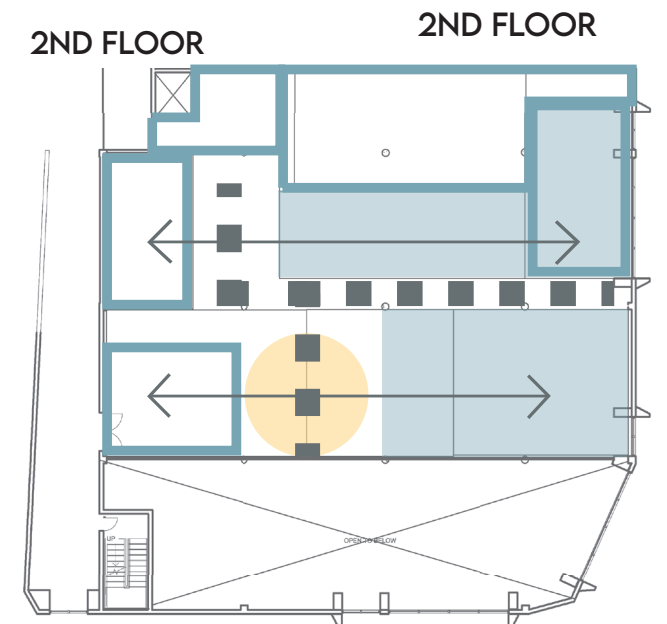
2ND FLOOR



2ND FLOOR



2ND FLOOR



CONCEPT MODEL

thread = natural materials
reinforces organic theme



Inclusivity
cultural diversity

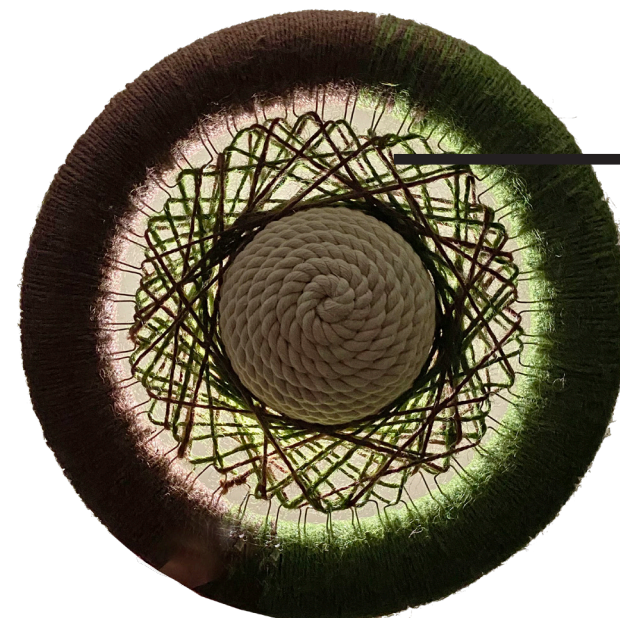
Unity
Intertwine
weaving both communities

Green = organic / Little
Haiti
Brown = Design District
Circle = market / heart of
project



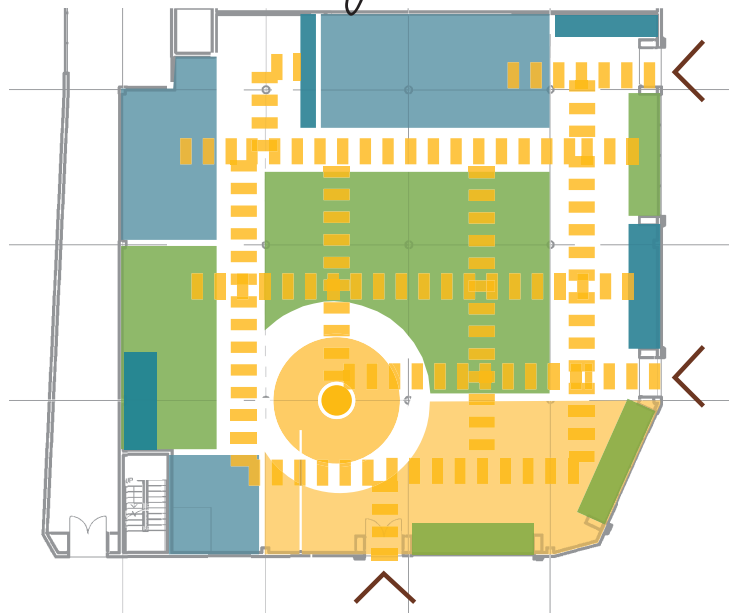
Transparency

Creating an open floor plan
with few elements blocking
the view

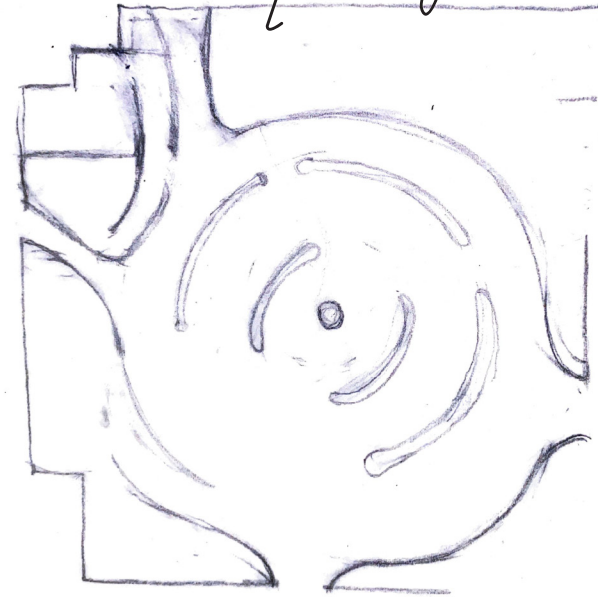


DESIGN PROCESS

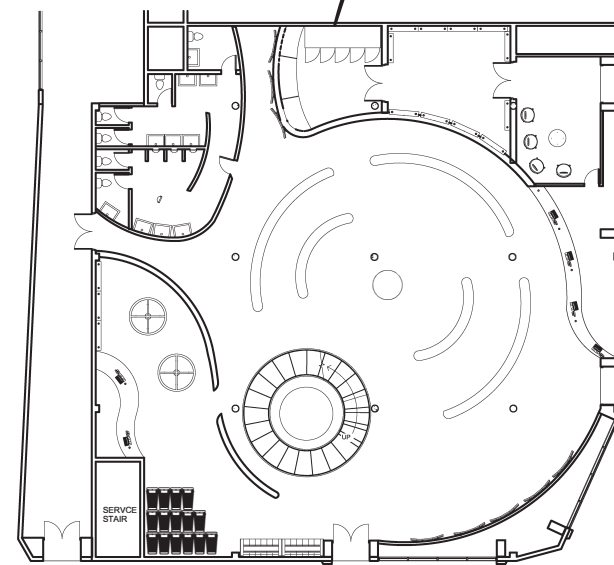
block diagrams



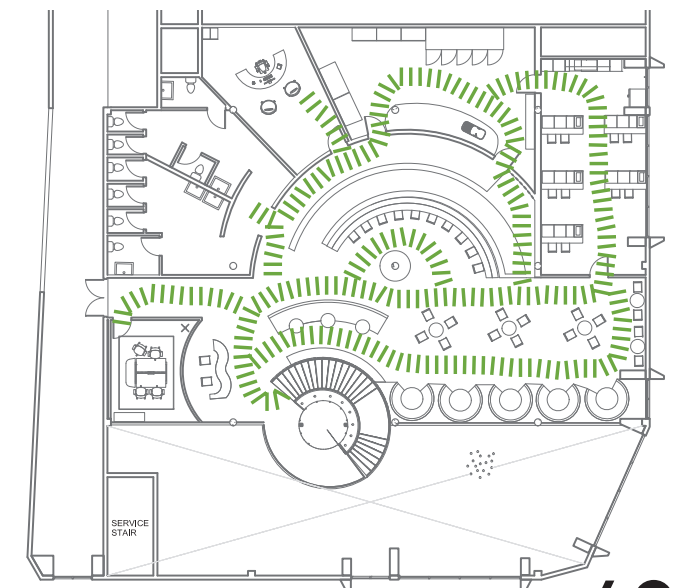
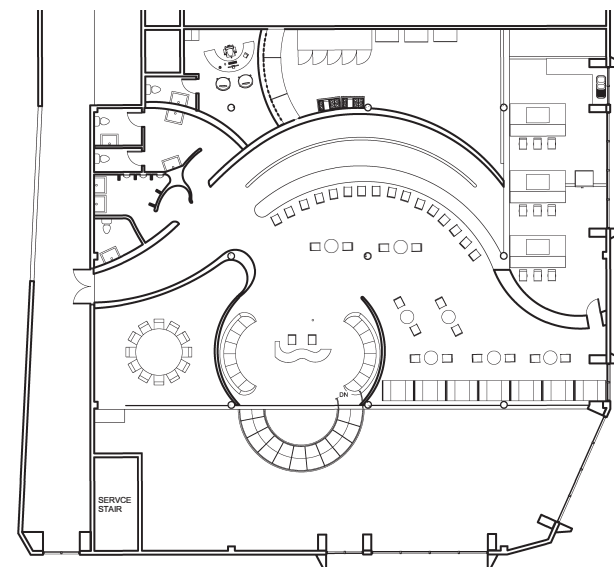
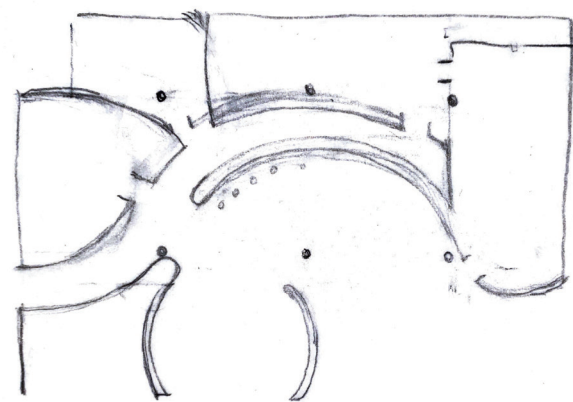
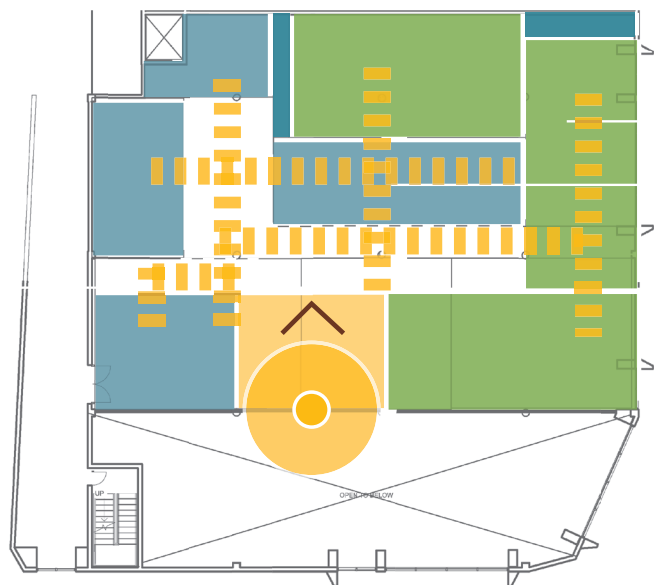
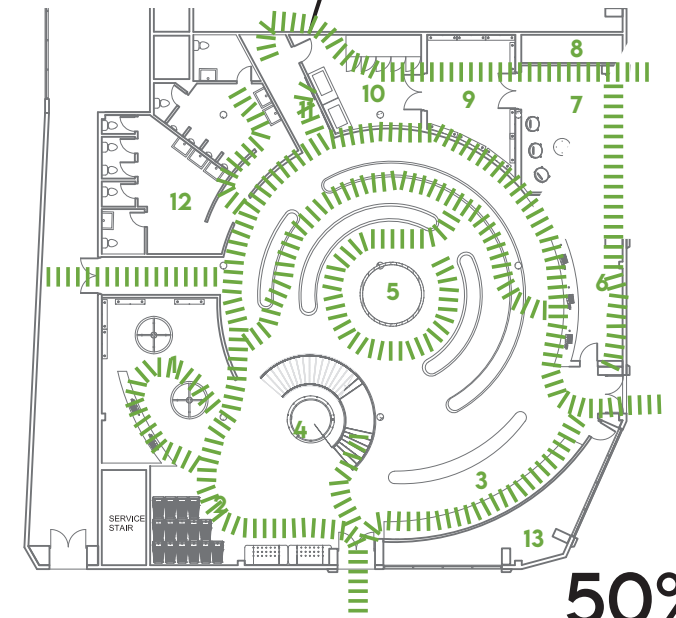
hand sketching



curved shapes



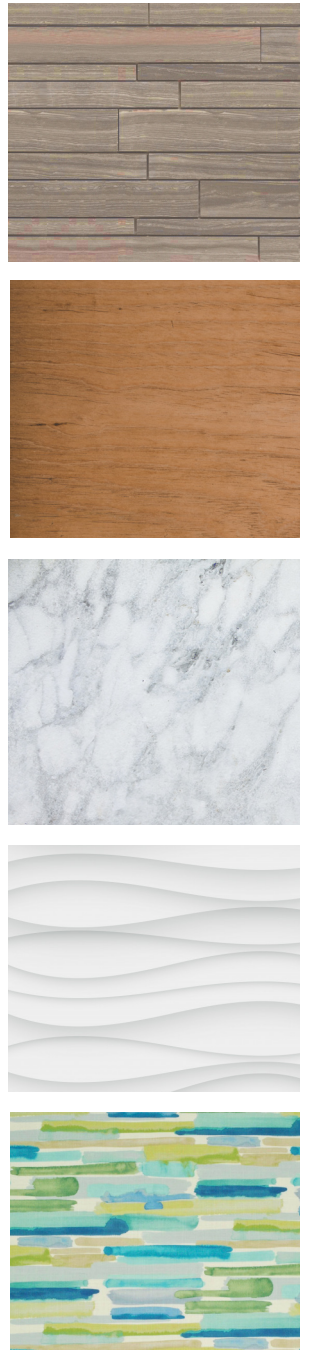
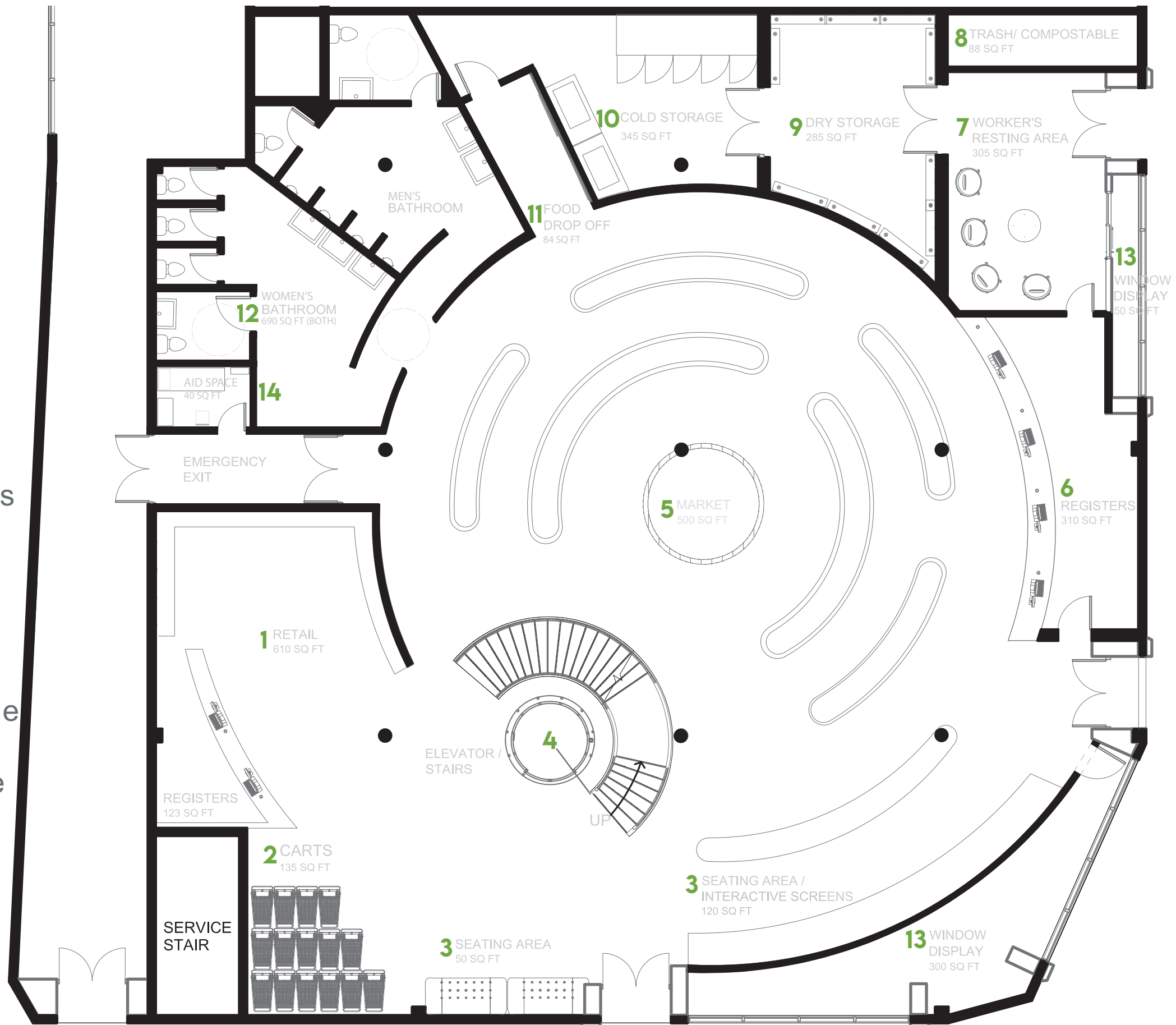
circular shapes + lines



1ST FLOOR FLOOR PLAN

- 1 Retail with own registers
- 2 Carts
- 3 Seating area / Interactive screens
- 4 Elevator/ stairs
- 5 MARKET
- 6 Registers
- 7 Worker's lounge/ resting area
- 8 Trash/ compostable
- 9 Dry storage
- 10 Cold/food storage
- 11 Food drop-off
- 12 Bathrooms
- 13 Window displays
- 14 AID space

Scale 1/8" = 1'-0"



MARKET

- Fruits
- Vegetables
- Meats
- Spices
- Oils
- Butter
- Jams
- Organic peanut butter & chocolate
- Wine & spirits
- Fresh baked bread & pastries
- Sauces
- Hummus

Over 3,000 organic products
Imported goods



vegetables



fruits





textiles



RETAIL

Recycled textiles

Haitian-made patterns

Clothes: dresses / shirts / pants / jackets

Haitian typical clothes: Karabella dress / headscarves / guayaberas for men



jewelry

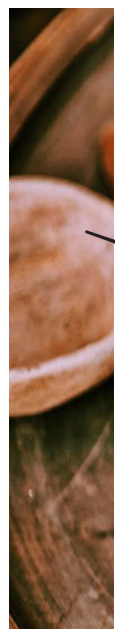


Hand-made Haitian jewelry: necklaces / earrings / bracelet

Wood: utensiles / art / cutting boards

Kitchen utensiles: bowls / cups / set of knives

Ceramics



wood

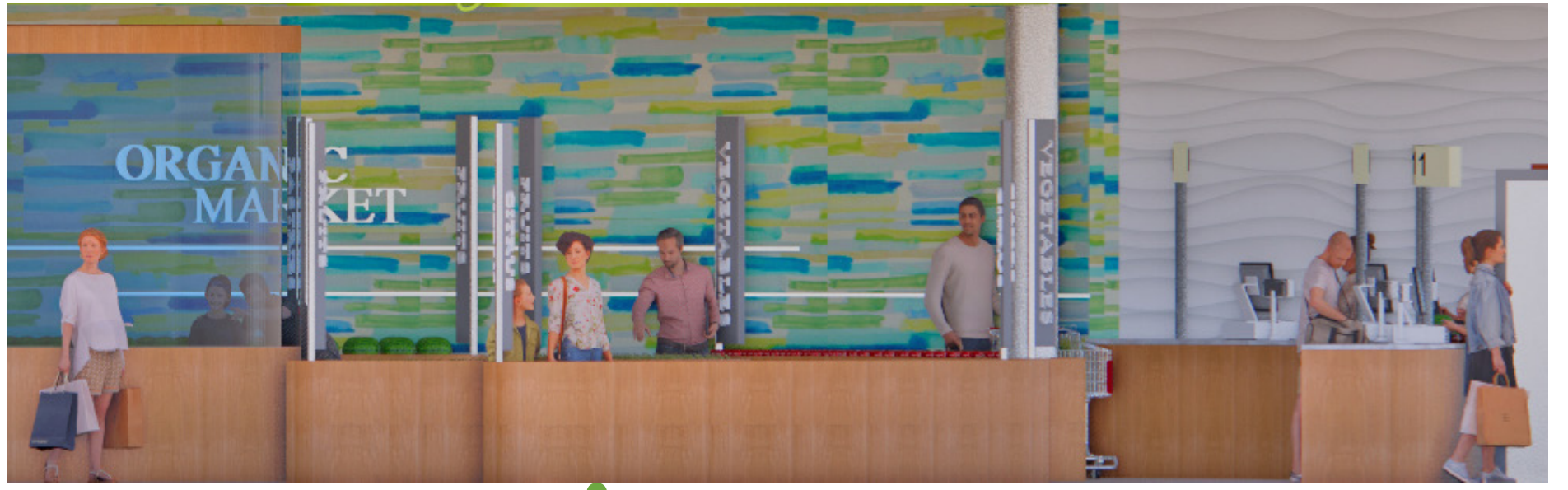


RENDERED
PERSPECTIVES
1ST FLOOR

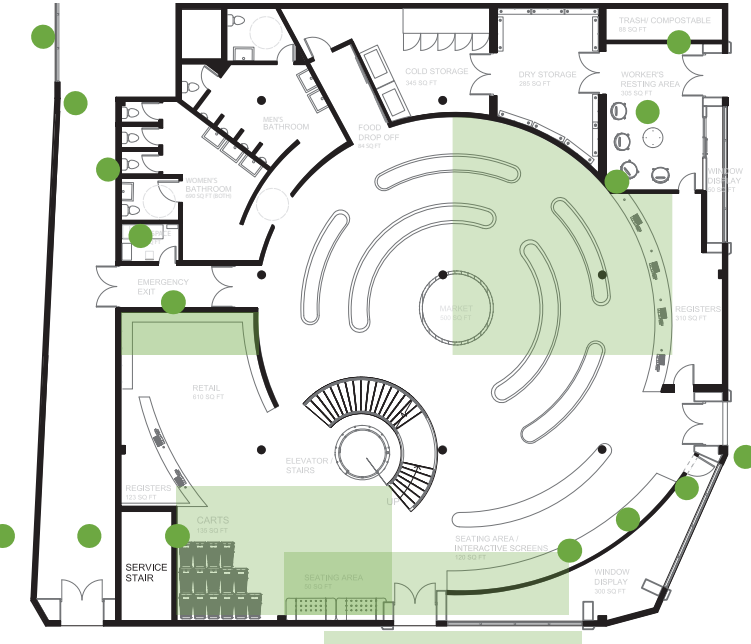




retail store



market










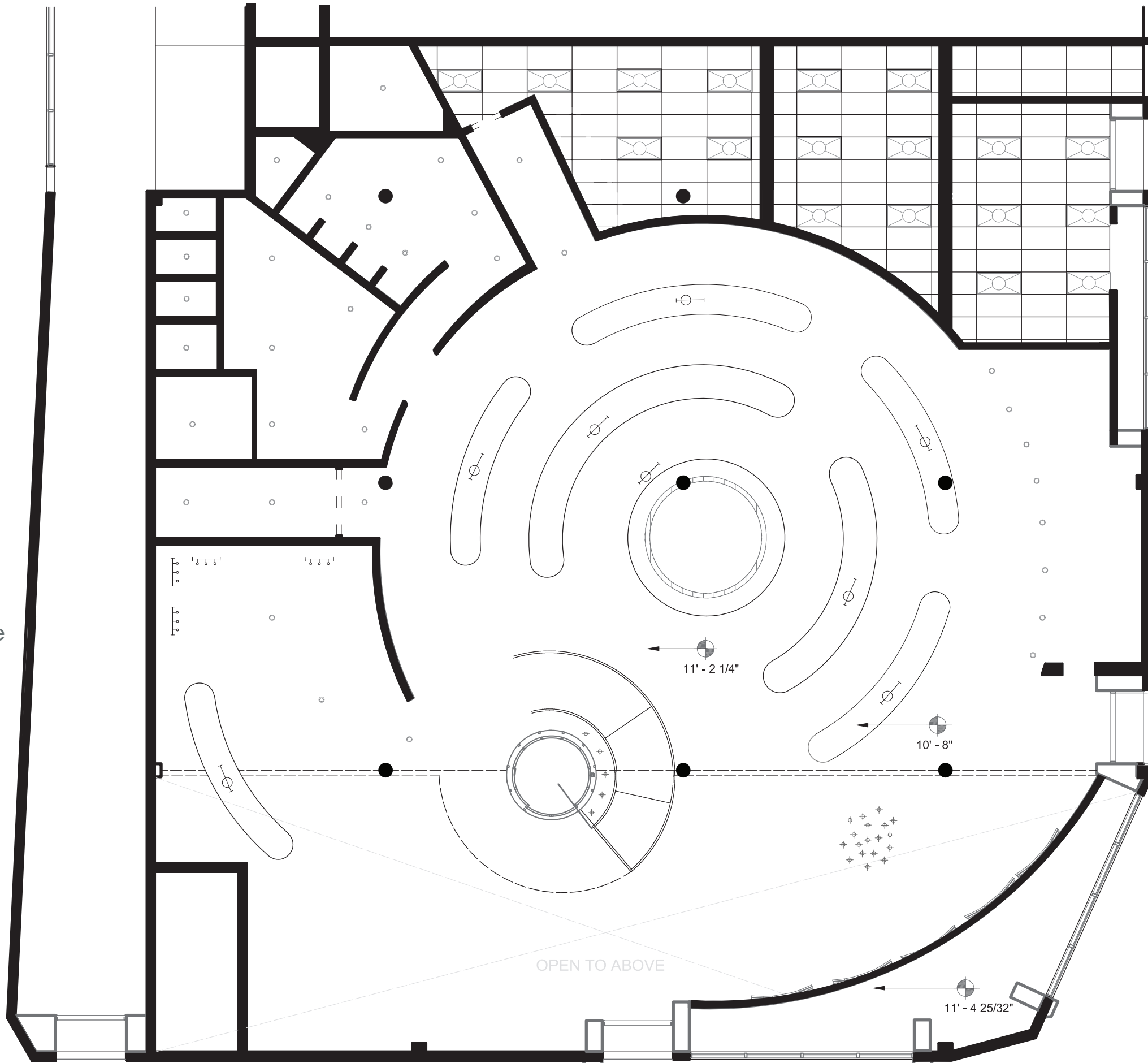
double height



RCP 1ST FLOOR

Legend

-  Ceiling pendants
-  Recessed can lighting
-  Bubble pendants
-  Parabolic fluorescent
-  Linear pendants
-  LED ceiling
-  2x4 Acoustic Ceiling Tile



Scale 1/8" = 1'-0"

1ST FLOOR
+ceiling

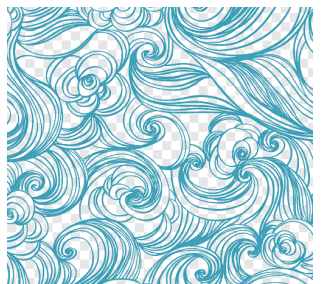
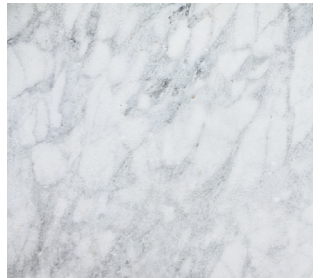
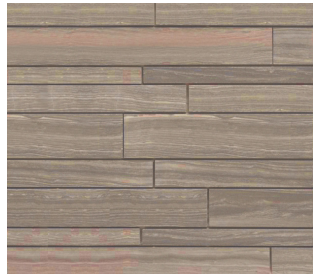


2ND FLOOR FLOOR PLAN

- 1** Networking room
- 2** Host
- 3** Dining area
- 4** Bathrooms
- 5** Bar
- 6** Cooking classes
- 7** Trash/ compostable
- 8** Kitchen
- 9** Food pick-up
- 10** Manager's office



Scale 1/8" = 1'-0"



RESTAURANT/ DINING/ CLASSES

Wraps & sandwiches / salads / bowls (acai) / breakfast
Haitian dishes: chicken / soups/ pork / mac & cheese
Smoothies / fresh juices / coffee & tea
Desserts: pastries & fruits

Individual & group classes (3 per day)



restaurant



classes



dining

RENDERED PERSPECTIVES 2ND FLOOR



Dining and bar



Reception



Manager's office



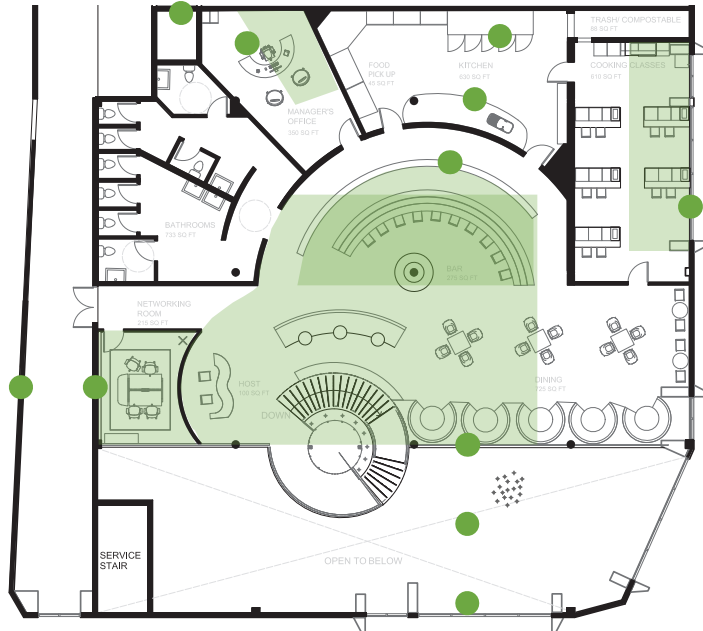
manager's office



bar



networking room



cooking classes

ELEVATIONS
2ND FLOOR










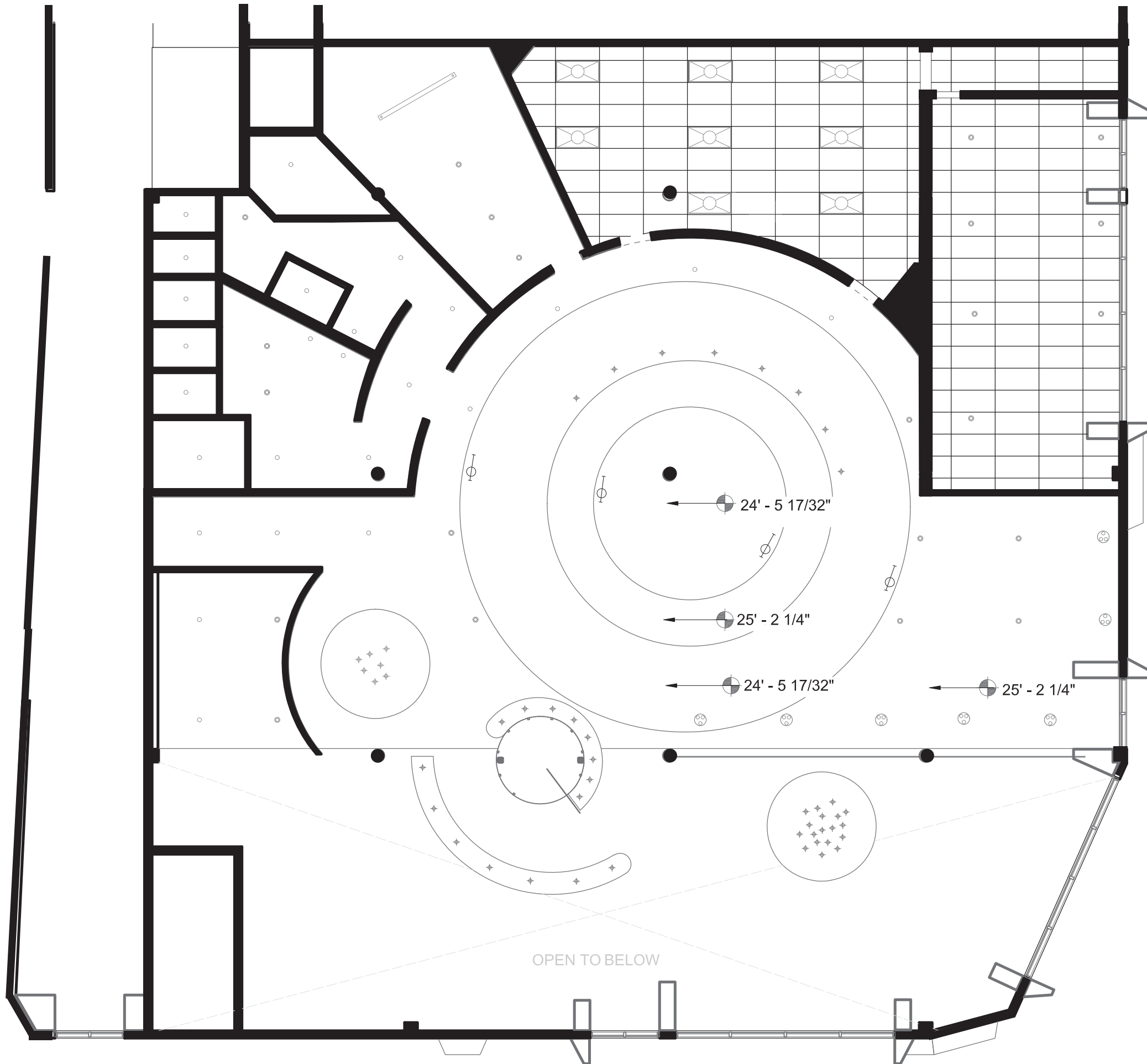
2ND FLOOR
no ceiling



RCP 2ND FLOOR

Legend

-  Ceiling pendants
-  Recessed can lighting
-  Bubble pendants
-  Parabolic fluorescent
-  Linear pendants
-  LED ceiling
-  2x4 Acoustic Ceiling Tile



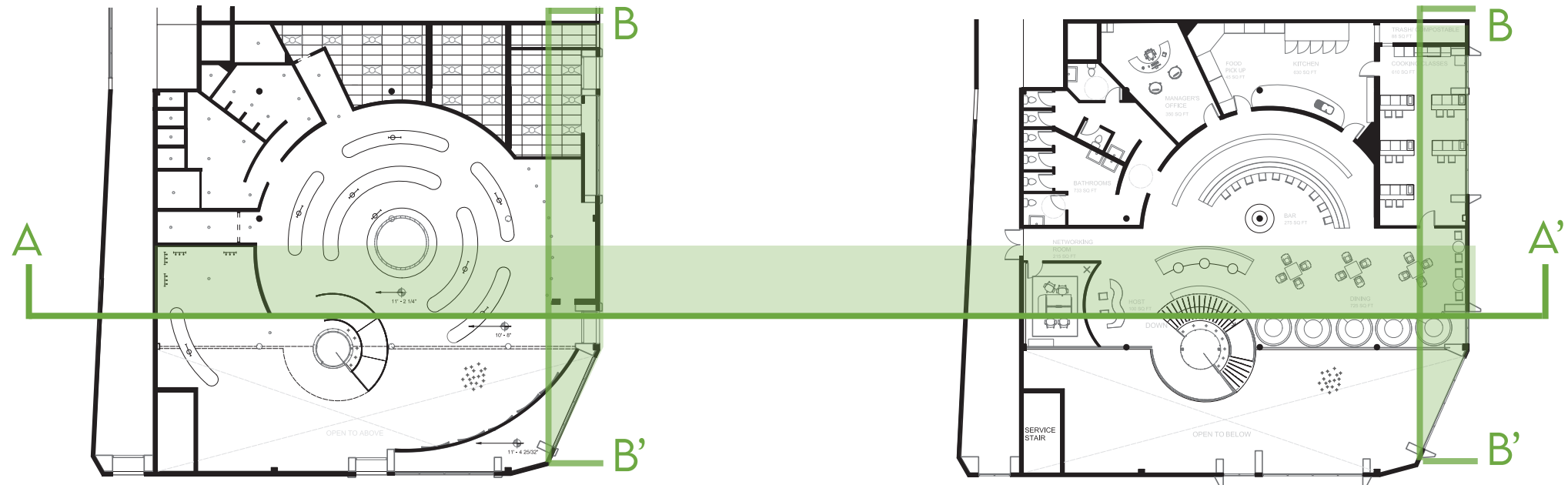
Scale 1/8" = 1'-0"

2ND FLOOR
+ceiling



SECTIONS

A-A'

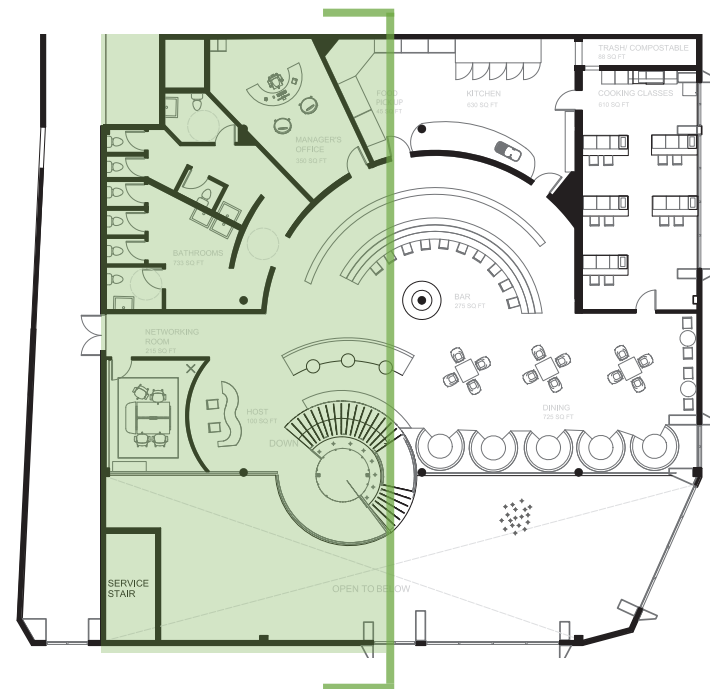
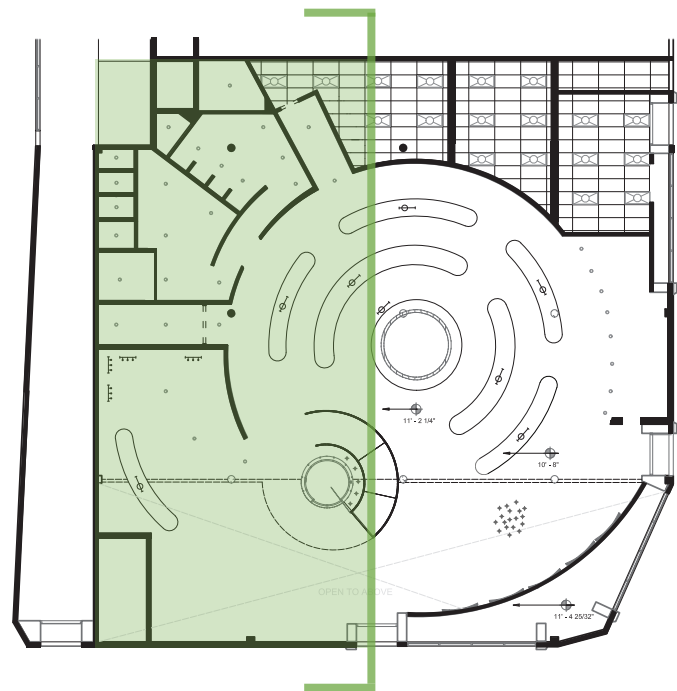


B-B'





STAIR SECTION





FACADE INSPIRATION

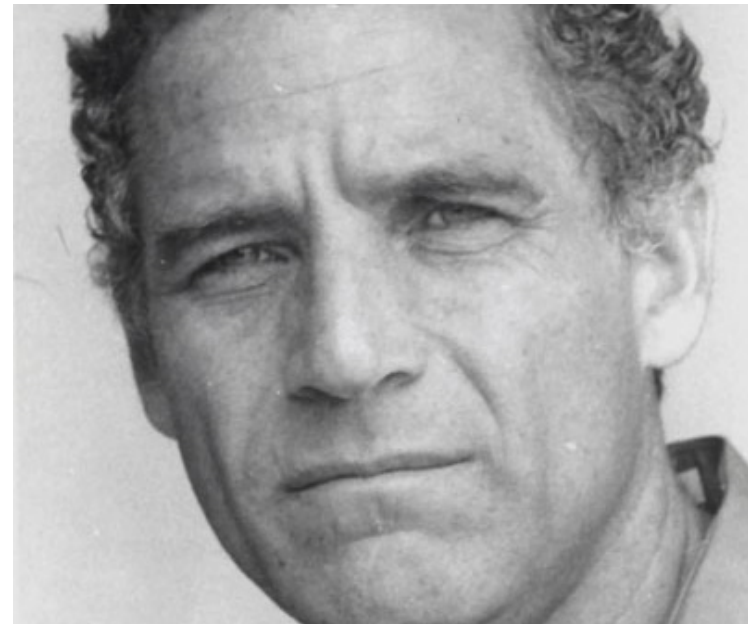
ASSIGNMENT 1

Human Perception

Understand the relationship between the users' feelings while experiencing the interior spaces.

circles
curves
green & earth tones

straight lines meet curves
ceiling = holes create pattern with lighting
diamond shape = logo



ARTIST

Sacha Thibaud

1934 – 2004
Port-au-Prince, Haiti
Moved to Montréal, Canada



Studied architectural engineering in Miami

Received a scholarship to further his studies in architecture in Paris

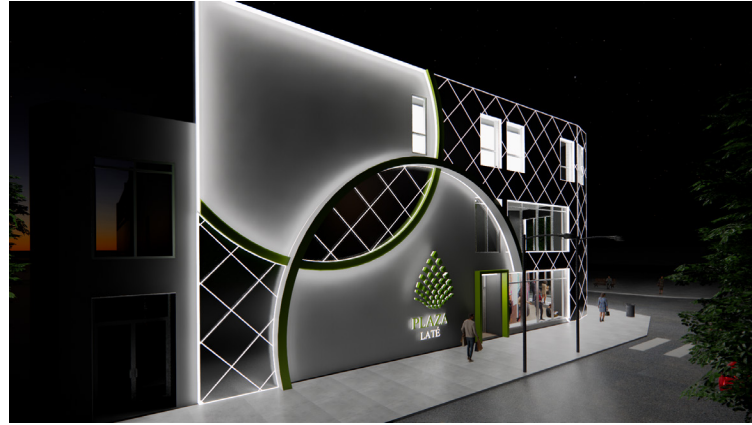
Le Corbusier offered him a position to work-he turned it down

FACADE

stainless steel+green plastic



East elevation



South perspective



window display



South-East corner



South elevations





PLAZA
LATÈ

Unity in variety is what makes us beautiful

Jeanette Rodriguez